

Your Business Development in Austria



Who supports you with your market entry in the DACH-region?

Solution: See reverse side

WE

boast extensive experience in:

- Real Estate and Development
- Facility Management of Properties
- Waste and Water Management
- Foreign Direct Investments
- Financing Industry
- Urban Planning, Smart Cities
- Renewable Energy
- Manufacturing Industry
- Food and Beverage
- Tourism
- IT Solutions and E-government
- Logistics
- Commercial Vehicles
- Architecture
- Education
- Media
- Medicine and Pharma
- Public Services and Welfare
- Public Transport and Infrastructure

INTERNATIONAL BUSINESS DEVELOPMENT

Preparation of your Market Entry

• Analysis of the Austrian market in regard to your product

We analyze the Austrian market for your product category, the competitors, your market potential and the legal framework for selling your product in Austria.

• Preliminary information about prospective sales and product partners

We detect potential cooperation partners in Austria and in the whole German-speaking DACH-region. We suggest your prospective sales and product partners in a longlist together with a short description of each sales partner. In coordination with you we analyse and rank them.

• Preliminary information talks with prospective sales and product partners

We meet your selected prospective cooperation partners in business settings and discuss the compatibility with your product.

• Translation of your website and brochures

We translate your website and brochures into German language. Our team consists of certified simultaneous translators for all European languages as well as the leading languages in Asia.

• Participation in fairs and business events in Austria

Dependent on your product, either fairs or congresses are crucial to present your products and services to prospective Austrian clients. We detect those events which are relevant for your success in Austria and negotiate a stand or a participation for you.

Accompanying measures for your market entry

• Press work

So that a lot of potential clients get the information about your product and your new presence on the Austrian market we communicate stories about you and your product in Austrian media. We focus on both, print and online.

We organise press conferences and dependent on your product distribute samples to the journalists.

• Business trips with journalist

We are maintaining contacts with many specialised journalists. We would nominate a delegation of specified size. We offer attendance and support during the press trip. We organize the transport to the meetings, organize translators and provide support in all other questions from the participants during their stay.

• Media Campaigns

In coordination with you we compose a media plan so that your message gets a broad coverage in all those media channels your potential clients make use of.

• Product Presentations and acquisition of key accounts

Your product needs to be presented to your potential clients as often as possible. We develop a presentation concept for your product and acquire prospective clients for your successful expansion in Austria.

• Lobbying

We service representations of different industries, associations, public corporations and political institutions in the German-speaking DACH-region.

• Continuous conversation with your business partners

We assist you continuously in the conversation with your local cooperation partners.

Contact us:

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